



**DELAWARE HEALTH
AND SOCIAL SERVICES**
Division of Public Health

Family Health & Systems Management

June 4, 2012

Mark J. Marosits, Co-Founder and Principal
Worldways Social Marketing
449 Thames St., Suite 210
Newport, RI 02840

Dear Mr. Marosits,

**RFP/HSS 12-018 – SOCIAL MARKETING IN SUPPORT OF DELAWARE HEALTHY
MOTHER AND INFANT CONSORTIUM AND DPH MATERNAL AND CHILD HEALTH
INITIATIVES.**

The Division of Public Health has completed the evaluation of proposals submitted in response to RFP/HSS 12-018 (Social Marketing in Support of Delaware Healthy Mother and Infant Consortium and DPH Maternal and Child Health Initiatives). Based on the outcome of the evaluation process, the Division wishes to begin contract negotiations with Worldways Social Marketing as soon as possible.

As part of that process, please create a campaign concept brief for Delaware's new safe sleep campaign to be presented on June 26, 2012 to a review panel. The campaign should include the new American Academy of Pediatrics safe sleeping environment guidelines (enclosed). The campaign should be positive and appeal to an African-American audience between the ages of 18-48. The campaign concept brief should include a description of the campaign, tagline, visuals, and strategy for implementation.

Mawuna Gardesey, Bureau Chief, Center for Family Health Research and Epidemiology, for the Division of Public Health, will be contacting you with information about the next steps. Please be advised that you may not begin service delivery until you have a signed contract and purchase order in hand.

Thank you for your interest in working with the Division of Public Health. We look forward to successful contract negotiations. If you have any questions, please contact Mawuna Gardesey at (302) 744-4953.

Sincerely,

Alisa M. Jones, MPH
Chief
Family Health Systems

Enclosure

pc: William Ingram